

ONEWAY PARADIGM\_SHIFT BREAKTHROUGH POTENTIAL RARE REPURPOSING SURPRISE ARTI  
 STIC UPDATES\_TRADITION  
 COMBINATION FUNCTIONAL VARIETY EXPERIENTIAL HIGH\_TECH JOY SOCIAL\_INTERA  
 CTION EASE\_OF\_USE WIDE\_USE  
 INTUITIVE OBSERVABLE SOCIAL\_APPROVAL CREDIBLE FASHIONABLE HARMONY MASS\_  
 MARKET NAME\_BRAND  
 FEASIBILITY BY AGE  
 /STATISTICS DESCRIPTIVES HOMOGENEITY  
 /MISSING ANALYSIS.

## Oneway

### Notes

Output Created		15-FEB-2020 15:23:55
Comments		
Input	Data	C: \Users\Alice\Desktop\Alice stari komp\Alice\ALICE\2018- 2019\JA\MS in SLI\CAPSTONE PROJECT THESIS\RESEARCH PROPOSAL SPRING 2020\CRO_SAMPLE_CLE AN_26_CUES_ONLY.sav
	Active Dataset	DataSet20
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	N of Rows in Working Data File	109
Missing Value Handling	Definition of Missing	User-defined missing values are treated as missing.
	Cases Used	Statistics for each analysis are based on cases with no missing data for any variable in the analysis.

## Notes

Syntax		ONEWAY PARADIGM_SHIFT BREAKTHROUGH POTENTIAL RARE REPURPOSING SURPRISE ARTISTIC UPDATES_TRADITION COMBINATION FUNCTIONAL VARIETY EXPERIENTIAL HIGH_TECH JOY SOCIAL_INTERACTION EASE_OF_USE WIDE_USE INTUITIVE OBSERVABLE SOCIAL_APPROVAL CREDIBLE FASHIONABLE HARMONY MASS_MARKET NAME_BRAND FEASIBILITY BY AGE /STATISTICS DESCRIPTIVES HOMOGENEITY /MISSING ANALYSIS.
Resources	Processor Time	00:00:00,08
	Elapsed Time	00:00:00,06

## Descriptives

		N	Mean	Std. Deviation	Std. Error
PARADIGM_SHIFT	Less than 25 years old	1	3,1667	.	.
	26-35 years old	31	3,1602	,66791	,11996
	36-45 years old	53	3,4340	,79080	,10862
	46-55 years old	19	3,2175	,61748	,14166
	56 or more years old	5	3,4000	,64118	,28674
	Total	109	3,3144	,72099	,06906
BREAKTHROUGH	Less than 25 years old	1	3,3333	.	.
	26-35 years old	31	3,2903	,83662	,15026
	36-45 years old	53	3,6321	,78198	,10741
	46-55 years old	19	3,4895	,86260	,19789
	56 or more years old	5	3,1667	,92796	,41500
	Total	109	3,4859	,81924	,07847
POTENTIAL	Less than 25 years old	1	3,6667	.	.
	26-35 years old	31	3,4247	,89011	,15987
	36-45 years old	53	3,7179	,89957	,12357
	46-55 years old	19	3,5263	,84302	,19340
	56 or more years old	5	3,4133	,97542	,43622
	Total	109	3,5867	,88401	,08467
RARE	Less than 25 years old	1	3,1667	.	.
	26-35 years old	31	3,1720	,79172	,14220
	36-45 years old	53	3,4314	,84313	,11581
	46-55 years old	19	3,1737	,94200	,21611
	56 or more years old	5	3,3000	,68109	,30459
	Total	109	3,3043	,83522	,08000
REPURPOSING	Less than 25 years old	1	3,1667	.	.
	26-35 years old	31	3,2742	,86447	,15526
	36-45 years old	53	3,6101	,88792	,12197
	46-55 years old	19	3,4404	,87648	,20108
	56 or more years old	5	3,1667	1,17260	,52440
	Total	109	3,4606	,88992	,08524
SURPRISE	Less than 25 years old	1	2,0000	.	.
	26-35 years old	31	3,3301	,86278	,15496
	36-45 years old	53	3,3050	,91330	,12545
	46-55 years old	19	3,0965	,85540	,19624
	56 or more years old	5	2,6667	1,48137	,66249
	Total	109	3,2346	,92145	,08826

## Descriptives

		95% Confidence Interval for Mean		
		Lower Bound	Upper Bound	Minimum
PARADIGM_SHIFT	Less than 25 years old	.	.	3,17
	26-35 years old	2,9152	3,4052	1,67
	36-45 years old	3,2160	3,6519	1,67
	46-55 years old	2,9199	3,5152	1,67
	56 or more years old	2,6039	4,1961	2,50
	Total	3,1775	3,4513	1,67
BREAKTHROUGH	Less than 25 years old	.	.	3,33
	26-35 years old	2,9834	3,5972	1,17
	36-45 years old	3,4165	3,8476	1,67
	46-55 years old	3,0737	3,9052	1,83
	56 or more years old	2,0145	4,3189	2,33
	Total	3,3304	3,6415	1,17
POTENTIAL	Less than 25 years old	.	.	3,67
	26-35 years old	3,0982	3,7512	1,50
	36-45 years old	3,4700	3,9659	1,83
	46-55 years old	3,1200	3,9326	1,83
	56 or more years old	2,2022	4,6245	2,17
	Total	3,4189	3,7545	1,50
RARE	Less than 25 years old	.	.	3,17
	26-35 years old	2,8816	3,4624	1,50
	36-45 years old	3,1991	3,6638	1,67
	46-55 years old	2,7197	3,6277	1,00
	56 or more years old	2,4543	4,1457	2,33
	Total	3,1457	3,4629	1,00
REPURPOSING	Less than 25 years old	.	.	3,17
	26-35 years old	2,9571	3,5913	1,50
	36-45 years old	3,3653	3,8548	1,67
	46-55 years old	3,0179	3,8628	1,67
	56 or more years old	1,7107	4,6226	2,00
	Total	3,2916	3,6295	1,50
SURPRISE	Less than 25 years old	.	.	2,00
	26-35 years old	3,0136	3,6466	1,67
	36-45 years old	3,0533	3,5568	1,00
	46-55 years old	2,6842	3,5088	1,17
	56 or more years old	,8273	4,5060	1,33
	Total	3,0596	3,4095	1,00

## Descriptives

		Maximum
PARADIGM_SHIFT	Less than 25 years old	3,17
	26-35 years old	4,67
	36-45 years old	5,67
	46-55 years old	4,33
	56 or more years old	4,17
	Total	5,67
BREAKTHROUGH	Less than 25 years old	3,33
	26-35 years old	5,17
	36-45 years old	5,50
	46-55 years old	4,67
	56 or more years old	4,33
	Total	5,50
POTENTIAL	Less than 25 years old	3,67
	26-35 years old	4,67
	36-45 years old	5,67
	46-55 years old	4,83
	56 or more years old	4,83
	Total	5,67
RARE	Less than 25 years old	3,17
	26-35 years old	4,83
	36-45 years old	5,50
	46-55 years old	4,80
	56 or more years old	3,83
	Total	5,50
REPURPOSING	Less than 25 years old	3,17
	26-35 years old	4,83
	36-45 years old	5,83
	46-55 years old	4,67
	56 or more years old	4,67
	Total	5,83
SURPRISE	Less than 25 years old	2,00
	26-35 years old	5,00
	36-45 years old	5,33
	46-55 years old	4,33
	56 or more years old	4,83
	Total	5,33

## Descriptives

		N	Mean	Std. Deviation	Std. Error
ARTISTIC	Less than 25 years old	1	3,0000	.	.
	26-35 years old	31	3,2151	1,00295	,18014
	36-45 years old	53	3,1079	1,06550	,14636
	46-55 years old	19	3,0526	,93137	,21367
	56 or more years old	5	2,8667	1,42595	,63770
	Total	109	3,1167	1,02590	,09826
UPDATES_TRADITION	Less than 25 years old	1	2,6667	.	.
	26-35 years old	31	2,7473	,96501	,17332
	36-45 years old	53	3,1195	,89118	,12241
	46-55 years old	19	2,5439	1,02416	,23496
	56 or more years old	5	2,6000	1,36728	,61146
	Total	109	2,8853	,97069	,09297
COMBINATION	Less than 25 years old	1	2,1667	.	.
	26-35 years old	31	3,1505	1,06053	,19048
	36-45 years old	53	3,2107	,98880	,13582
	46-55 years old	19	3,0614	,86104	,19754
	56 or more years old	5	2,8333	1,23603	,55277
	Total	109	3,1407	,98996	,09482
FUNCTIONAL	Less than 25 years old	1	4,0000	.	.
	26-35 years old	31	3,4247	1,13189	,20329
	36-45 years old	53	3,3962	1,28112	,17598
	46-55 years old	19	3,2368	1,03982	,23855
	56 or more years old	5	2,9667	1,45010	,64850
	Total	109	3,3624	1,19150	,11413
VARIETY	Less than 25 years old	1	2,1667	.	.
	26-35 years old	31	3,0161	,95487	,17150
	36-45 years old	53	3,2774	1,04719	,14384
	46-55 years old	19	2,7719	,93328	,21411
	56 or more years old	5	2,9000	1,46059	,65320
	Total	109	3,0875	1,02548	,09822
EXPERIENTIAL	Less than 25 years old	1	2,0000	.	.
	26-35 years old	31	2,8935	1,08448	,19478
	36-45 years old	53	3,1170	1,17382	,16124
	46-55 years old	19	2,7281	1,04263	,23919
	56 or more years old	5	2,8667	1,26601	,56618
	Total	109	2,9639	1,12356	,10762

## Descriptives

		95% Confidence Interval for Mean		
		Lower Bound	Upper Bound	Minimum
ARTISTIC	Less than 25 years old	.	.	3,00
	26-35 years old	2,8472	3,5829	1,17
	36-45 years old	2,8142	3,4015	1,00
	46-55 years old	2,6037	3,5015	1,00
	56 or more years old	1,0961	4,6372	1,83
	Total	2,9219	3,3114	1,00
UPDATES_TRADITION	Less than 25 years old	.	.	2,67
	26-35 years old	2,3933	3,1013	1,00
	36-45 years old	2,8739	3,3651	1,00
	46-55 years old	2,0502	3,0375	1,00
	56 or more years old	,9023	4,2977	1,00
	Total	2,7010	3,0696	1,00
COMBINATION	Less than 25 years old	.	.	2,17
	26-35 years old	2,7615	3,5395	1,00
	36-45 years old	2,9381	3,4832	1,00
	46-55 years old	2,6464	3,4764	1,67
	56 or more years old	1,2986	4,3681	1,67
	Total	2,9527	3,3286	1,00
FUNCTIONAL	Less than 25 years old	.	.	4,00
	26-35 years old	3,0095	3,8399	1,17
	36-45 years old	3,0431	3,7493	1,00
	46-55 years old	2,7357	3,7380	1,83
	56 or more years old	1,1661	4,7672	2,00
	Total	3,1362	3,5886	1,00
VARIETY	Less than 25 years old	.	.	2,17
	26-35 years old	2,6659	3,3664	1,00
	36-45 years old	2,9887	3,5660	1,00
	46-55 years old	2,3221	3,2218	1,17
	56 or more years old	1,0864	4,7136	1,50
	Total	2,8928	3,2822	1,00
EXPERIENTIAL	Less than 25 years old	.	.	2,00
	26-35 years old	2,4958	3,2913	1,00
	36-45 years old	2,7934	3,4405	1,00
	46-55 years old	2,2255	3,2306	1,00
	56 or more years old	1,2947	4,4386	1,00
	Total	2,7506	3,1772	1,00

## Descriptives

		Maximum
ARTISTIC	Less than 25 years old	3,00
	26-35 years old	4,83
	36-45 years old	5,67
	46-55 years old	4,83
	56 or more years old	4,67
	Total	5,67
UPDATES_TRADITION	Less than 25 years old	2,67
	26-35 years old	4,50
	36-45 years old	5,67
	46-55 years old	4,00
	56 or more years old	4,33
	Total	5,67
COMBINATION	Less than 25 years old	2,17
	26-35 years old	4,83
	36-45 years old	5,67
	46-55 years old	4,50
	56 or more years old	4,67
	Total	5,67
FUNCTIONAL	Less than 25 years old	4,00
	26-35 years old	5,67
	36-45 years old	5,67
	46-55 years old	5,33
	56 or more years old	5,50
	Total	5,67
VARIETY	Less than 25 years old	2,17
	26-35 years old	4,50
	36-45 years old	5,67
	46-55 years old	4,33
	56 or more years old	5,00
	Total	5,67
EXPERIENTIAL	Less than 25 years old	2,00
	26-35 years old	4,67
	36-45 years old	5,83
	46-55 years old	4,67
	56 or more years old	4,33
	Total	5,83



## Descriptives

		N	Mean	Std. Deviation	Std. Error
HIGH_TECH	Less than 25 years old	1	1,6667	.	.
	26-35 years old	31	2,9720	1,17401	,21086
	36-45 years old	53	3,0000	1,10506	,15179
	46-55 years old	19	2,7544	,99438	,22813
	56 or more years old	5	2,8667	1,26051	,56372
	Total	109	2,9309	1,10353	,10570
JOY	Less than 25 years old	1	2,8333	.	.
	26-35 years old	31	3,0161	1,23480	,22178
	36-45 years old	53	3,1321	1,26439	,17368
	46-55 years old	19	2,9474	1,05124	,24117
	56 or more years old	5	2,9333	1,47949	,66165
	Total	109	3,0550	1,21039	,11593
SOCIAL_INTERACTION	Less than 25 years old	1	2,0000	.	.
	26-35 years old	31	2,8387	,97514	,17514
	36-45 years old	53	3,1195	1,09845	,15088
	46-55 years old	19	2,5702	1,08057	,24790
	56 or more years old	5	2,8333	1,42400	,63683
	Total	109	2,9205	1,07979	,10343
EASE_OF_USE	Less than 25 years old	1	3,6667	.	.
	26-35 years old	31	3,4624	1,04413	,18753
	36-45 years old	53	3,5585	1,15017	,15799
	46-55 years old	19	3,3263	1,09192	,25050
	56 or more years old	5	3,2000	1,29850	,58071
	Total	109	3,4752	1,10098	,10545
WIDE_USE	Less than 25 years old	1	2,6667	.	.
	26-35 years old	31	3,0538	,89896	,16146
	36-45 years old	53	3,2044	1,05947	,14553
	46-55 years old	19	2,7263	1,03683	,23786
	56 or more years old	5	2,9000	1,51199	,67618
	Total	109	3,0593	1,03016	,09867
INTUITIVE	Less than 25 years old	1	3,6667	.	.
	26-35 years old	31	3,2473	1,04781	,18819
	36-45 years old	53	3,3371	1,07631	,14784
	46-55 years old	19	3,1053	1,28285	,29431
	56 or more years old	5	3,0333	1,01653	,45461
	Total	109	3,2602	1,08921	,10433

## Descriptives

		95% Confidence Interval for Mean		
		Lower Bound	Upper Bound	Minimum
HIGH_TECH	Less than 25 years old	.	.	1,67
	26-35 years old	2,5414	3,4027	1,00
	36-45 years old	2,6954	3,3046	1,00
	46-55 years old	2,2751	3,2337	1,00
	56 or more years old	1,3015	4,4318	1,50
	Total	2,7214	3,1404	1,00
JOY	Less than 25 years old	.	.	2,83
	26-35 years old	2,5632	3,4691	1,00
	36-45 years old	2,7836	3,4806	1,00
	46-55 years old	2,4407	3,4540	1,00
	56 or more years old	1,0963	4,7704	1,67
	Total	2,8252	3,2848	1,00
SOCIAL_INTERACTION	Less than 25 years old	.	.	2,00
	26-35 years old	2,4810	3,1964	1,00
	36-45 years old	2,8167	3,4223	1,00
	46-55 years old	2,0494	3,0910	1,00
	56 or more years old	1,0652	4,6015	1,50
	Total	2,7155	3,1255	1,00
EASE_OF_USE	Less than 25 years old	.	.	3,67
	26-35 years old	3,0794	3,8454	1,50
	36-45 years old	3,2415	3,8755	1,50
	46-55 years old	2,8000	3,8526	1,83
	56 or more years old	1,5877	4,8123	2,17
	Total	3,2662	3,6843	1,50
WIDE_USE	Less than 25 years old	.	.	2,67
	26-35 years old	2,7240	3,3835	1,17
	36-45 years old	2,9124	3,4964	1,00
	46-55 years old	2,2266	3,2261	1,00
	56 or more years old	1,0226	4,7774	1,33
	Total	2,8637	3,2549	1,00
INTUITIVE	Less than 25 years old	.	.	3,67
	26-35 years old	2,8630	3,6317	1,00
	36-45 years old	3,0404	3,6338	1,00
	46-55 years old	2,4869	3,7236	1,00
	56 or more years old	1,7711	4,2955	2,17
	Total	3,0534	3,4670	1,00

## Descriptives

		Maximum
HIGH_TECH	Less than 25 years old	1,67
	26-35 years old	4,50
	36-45 years old	6,00
	46-55 years old	4,00
	56 or more years old	4,83
	Total	6,00
JOY	Less than 25 years old	2,83
	26-35 years old	5,33
	36-45 years old	5,83
	46-55 years old	5,67
	56 or more years old	5,33
	Total	5,83
SOCIAL_INTERACTION	Less than 25 years old	2,00
	26-35 years old	4,67
	36-45 years old	5,33
	46-55 years old	4,33
	56 or more years old	5,00
	Total	5,33
EASE_OF_USE	Less than 25 years old	3,67
	26-35 years old	5,67
	36-45 years old	5,50
	46-55 years old	5,50
	56 or more years old	5,33
	Total	5,67
WIDE_USE	Less than 25 years old	2,67
	26-35 years old	4,50
	36-45 years old	5,83
	46-55 years old	4,00
	56 or more years old	5,17
	Total	5,83
INTUITIVE	Less than 25 years old	3,67
	26-35 years old	5,50
	36-45 years old	5,67
	46-55 years old	5,17
	56 or more years old	4,67
	Total	5,67

## Descriptives

		N	Mean	Std. Deviation	Std. Error
OBSERVABLE	Less than 25 years old	1	1,8333	.	.
	26-35 years old	31	3,1914	,83444	,14987
	36-45 years old	53	3,1311	1,06991	,14696
	46-55 years old	19	2,8211	1,08572	,24908
	56 or more years old	5	3,1667	,96465	,43141
	Total	109	3,0839	1,00343	,09611
SOCIAL_APPROVAL	Less than 25 years old	1	2,5000	.	.
	26-35 years old	31	2,8387	1,11429	,20013
	36-45 years old	53	3,0063	1,13556	,15598
	46-55 years old	19	2,7105	1,16513	,26730
	56 or more years old	5	3,2000	1,27693	,57106
	Total	109	2,9113	1,12733	,10798
CREDIBLE	Less than 25 years old	1	3,1667	.	.
	26-35 years old	31	2,8817	1,16364	,20900
	36-45 years old	53	2,9245	1,10146	,15130
	46-55 years old	19	2,7632	,94822	,21754
	56 or more years old	5	2,8667	1,45010	,64850
	Total	109	2,8838	1,09185	,10458
FASHIONABLE	Less than 25 years old	1	1,3333	.	.
	26-35 years old	31	2,6398	1,01479	,18226
	36-45 years old	53	2,6981	1,17665	,16163
	46-55 years old	19	2,2982	,81570	,18713
	56 or more years old	5	2,8667	1,58289	,70789
	Total	109	2,6070	1,09346	,10473
HARMONY	Less than 25 years old	1	2,5000	.	.
	26-35 years old	31	2,6613	1,19372	,21440
	36-45 years old	53	3,0585	1,26707	,17405
	46-55 years old	19	2,6053	1,17748	,27013
	56 or more years old	5	2,6000	1,69394	,75755
	Total	109	2,8404	1,24587	,11933
MASS_MARKET	Less than 25 years old	1	1,0000	.	.
	26-35 years old	31	2,5000	1,12299	,20170
	36-45 years old	53	2,6164	1,11992	,15383
	46-55 years old	19	2,1404	1,01723	,23337
	56 or more years old	5	2,4000	1,42692	,63814
	Total	109	2,4755	1,11900	,10718

## Descriptives

		95% Confidence Interval for Mean		
		Lower Bound	Upper Bound	Minimum
OBSERVABLE	Less than 25 years old	.	.	1,83
	26-35 years old	2,8853	3,4975	1,67
	36-45 years old	2,8362	3,4260	1,00
	46-55 years old	2,2978	3,3444	1,00
	56 or more years old	1,9689	4,3644	1,83
	Total	2,8934	3,2745	1,00
SOCIAL_APPROVAL	Less than 25 years old	.	.	2,50
	26-35 years old	2,4300	3,2474	1,17
	36-45 years old	2,6933	3,3193	1,00
	46-55 years old	2,1489	3,2721	1,00
	56 or more years old	1,6145	4,7855	1,67
	Total	2,6973	3,1253	1,00
CREDIBLE	Less than 25 years old	.	.	3,17
	26-35 years old	2,4549	3,3085	1,00
	36-45 years old	2,6209	3,2281	1,00
	46-55 years old	2,3061	3,2202	1,00
	56 or more years old	1,0661	4,6672	1,33
	Total	2,6765	3,0911	1,00
FASHIONABLE	Less than 25 years old	.	.	1,33
	26-35 years old	2,2676	3,0120	1,00
	36-45 years old	2,3738	3,0224	1,00
	46-55 years old	1,9051	2,6914	1,17
	56 or more years old	,9012	4,8321	1,17
	Total	2,3994	2,8146	1,00
HARMONY	Less than 25 years old	.	.	2,50
	26-35 years old	2,2234	3,0992	1,00
	36-45 years old	2,7092	3,4077	1,00
	46-55 years old	2,0377	3,1728	1,00
	56 or more years old	,4967	4,7033	1,33
	Total	2,6038	3,0769	1,00
MASS_MARKET	Less than 25 years old	.	.	1,00
	26-35 years old	2,0881	2,9119	1,00
	36-45 years old	2,3077	2,9250	1,00
	46-55 years old	1,6501	2,6306	1,00
	56 or more years old	,6282	4,1718	1,00
	Total	2,2631	2,6880	1,00

## Descriptives

		Maximum
OBSERVABLE	Less than 25 years old	1,83
	26-35 years old	4,83
	36-45 years old	5,67
	46-55 years old	4,50
	56 or more years old	4,17
	Total	5,67
SOCIAL_APPROVAL	Less than 25 years old	2,50
	26-35 years old	5,67
	36-45 years old	5,17
	46-55 years old	5,00
	56 or more years old	5,17
	Total	5,67
CREDIBLE	Less than 25 years old	3,17
	26-35 years old	5,17
	36-45 years old	5,67
	46-55 years old	4,50
	56 or more years old	5,17
	Total	5,67
FASHIONABLE	Less than 25 years old	1,33
	26-35 years old	4,33
	36-45 years old	5,67
	46-55 years old	3,83
	56 or more years old	5,17
	Total	5,67
HARMONY	Less than 25 years old	2,50
	26-35 years old	5,17
	36-45 years old	5,33
	46-55 years old	4,67
	56 or more years old	5,33
	Total	5,33
MASS_MARKET	Less than 25 years old	1,00
	26-35 years old	4,50
	36-45 years old	5,50
	46-55 years old	3,83
	56 or more years old	4,33
	Total	5,50

### Descriptives

		N	Mean	Std. Deviation	Std. Error
NAME_BRAND	Less than 25 years old	1	1,0000	.	.
	26-35 years old	31	2,4043	1,16882	,20993
	36-45 years old	53	2,5358	1,24007	,17034
	46-55 years old	19	2,0526	,96233	,22077
	56 or more years old	5	2,5000	1,50000	,67082
	Total	109	2,3985	1,18595	,11359
FEASIBILITY	Less than 25 years old	1	1,6667	.	.
	26-35 years old	31	2,5430	1,00367	,18026
	36-45 years old	53	2,9535	1,14667	,15751
	46-55 years old	19	2,6140	1,00930	,23155
	56 or more years old	5	2,6667	1,40929	,63026
	Total	109	2,7526	1,09694	,10507

### Descriptives

		95% Confidence Interval for Mean		
		Lower Bound	Upper Bound	Minimum
NAME_BRAND	Less than 25 years old	.	.	1,00
	26-35 years old	1,9756	2,8330	1,00
	36-45 years old	2,1940	2,8777	1,00
	46-55 years old	1,5888	2,5165	1,00
	56 or more years old	,6375	4,3625	1,00
	Total	2,1733	2,6236	1,00
FEASIBILITY	Less than 25 years old	.	.	1,67
	26-35 years old	2,1749	2,9112	1,00
	36-45 years old	2,6374	3,2695	1,00
	46-55 years old	2,1276	3,1005	1,00
	56 or more years old	,9168	4,4165	1,33
	Total	2,5443	2,9609	1,00

## Descriptives

		Maximum
NAME_BRAND	Less than 25 years old	1,00
	26-35 years old	4,67
	36-45 years old	5,33
	46-55 years old	3,50
	56 or more years old	4,50
	Total	5,33
FEASIBILITY	Less than 25 years old	1,67
	26-35 years old	4,83
	36-45 years old	5,50
	46-55 years old	4,50
	56 or more years old	4,50
	Total	5,50

## Test of Homogeneity of Variances

		Levene Statistic	df1	df2
PARADIGM_SHIFT	Based on Mean	,813	3	104
	Based on Median	,884	3	104
	Based on Median and with adjusted df	,884	3	102,010
	Based on trimmed mean	,838	3	104
BREAKTHROUGH	Based on Mean	,331	3	104
	Based on Median	,159	3	104
	Based on Median and with adjusted df	,159	3	98,143
	Based on trimmed mean	,317	3	104
POTENTIAL	Based on Mean	,068	3	104
	Based on Median	,053	3	104
	Based on Median and with adjusted df	,053	3	101,637
	Based on trimmed mean	,060	3	104
RARE	Based on Mean	,292	3	104
	Based on Median	,402	3	104
	Based on Median and with adjusted df	,402	3	103,873
	Based on trimmed mean	,306	3	104
REPURPOSING	Based on Mean	,591	3	104
	Based on Median	,183	3	104



### Test of Homogeneity of Variances

		Sig.
PARADIGM_SHIFT	Based on Mean	,490
	Based on Median	,452
	Based on Median and with adjusted df	,452
	Based on trimmed mean	,476
BREAKTHROUGH	Based on Mean	,803
	Based on Median	,924
	Based on Median and with adjusted df	,924
	Based on trimmed mean	,813
POTENTIAL	Based on Mean	,977
	Based on Median	,984
	Based on Median and with adjusted df	,984
	Based on trimmed mean	,981
RARE	Based on Mean	,831
	Based on Median	,752
	Based on Median and with adjusted df	,752
	Based on trimmed mean	,821
REPURPOSING	Based on Mean	,622
	Based on Median	,908

### Test of Homogeneity of Variances

		Levene Statistic	df1	df2
	Based on Median and with adjusted df	,183	3	86,274
	Based on trimmed mean	,580	3	104
SURPRISE	Based on Mean	1,407	3	104
	Based on Median	,803	3	104
	Based on Median and with adjusted df	,803	3	89,643
	Based on trimmed mean	1,352	3	104
	Based on Mean	1,051	3	104
ARTISTIC	Based on Median	,353	3	104
	Based on Median and with adjusted df	,353	3	62,340
	Based on trimmed mean	1,015	3	104
	Based on Mean	1,649	3	104
UPDATES_TRADITION	Based on Median	,998	3	104
	Based on Median and with adjusted df	,998	3	98,697
	Based on trimmed mean	1,633	3	104
	Based on Mean	1,649	3	104
COMBINATION	Based on Median	,536	3	104
	Based on Median and with adjusted df	,168	3	93,436
	Based on trimmed mean	,494	3	104
	Based on Mean	,671	3	104
FUNCTIONAL	Based on Median	,687	3	104
	Based on Median and with adjusted df	,687	3	87,231
	Based on trimmed mean	,674	3	104
	Based on Mean	,863	3	104
VARIETY	Based on Median	,811	3	104
	Based on Median and with adjusted df	,811	3	99,029
	Based on trimmed mean	,852	3	104
	Based on Mean	,256	3	104
EXPERIENTIAL	Based on Median	,225	3	104
	Based on Median and with adjusted df	,225	3	102,879
	Based on trimmed mean	,260	3	104
	Based on Mean	,548	3	104
HICH_TECH	Based on Median	,303	3	104

### Test of Homogeneity of Variances

		Sig.
	Based on Median and with adjusted df	,908
	Based on trimmed mean	,630
SURPRISE	Based on Mean	,245
	Based on Median	,495
	Based on Median and with adjusted df	,495
	Based on trimmed mean	,262
	Based on Mean	,373
ARTISTIC	Based on Median	,787
	Based on Median and with adjusted df	,787
	Based on trimmed mean	,389
	Based on Mean	,183
UPDATES_TRADITION	Based on Median	,397
	Based on Median and with adjusted df	,397
	Based on trimmed mean	,186
	Based on Mean	,659
COMBINATION	Based on Median	,917
	Based on Median and with adjusted df	,917
	Based on trimmed mean	,687
	Based on Mean	,572
FUNCTIONAL	Based on Median	,562
	Based on Median and with adjusted df	,562
	Based on trimmed mean	,570
	Based on Mean	,463
VARIETY	Based on Median	,490
	Based on Median and with adjusted df	,490
	Based on trimmed mean	,469
	Based on Mean	,857
EXPERIENTIAL	Based on Median	,879
	Based on Median and with adjusted df	,879
	Based on trimmed mean	,854
	Based on Mean	,651
HIGH_TECH	Based on Median	,823

### Test of Homogeneity of Variances

		Levene Statistic	df1	df2
	Based on Median and with adjusted df	,303	3	101,387
	Based on trimmed mean	,515	3	104
JOY	Based on Mean	,815	3	104
	Based on Median	,685	3	104
	Based on Median and with adjusted df	,685	3	95,922
	Based on trimmed mean	,738	3	104
SOCIAL_INTERACTION	Based on Mean	,447	3	104
	Based on Median	,314	3	104
	Based on Median and with adjusted df	,314	3	100,065
	Based on trimmed mean	,424	3	104
EASE_OF_USE	Based on Mean	,254	3	104
	Based on Median	,192	3	104
	Based on Median and with adjusted df	,192	3	97,634
	Based on trimmed mean	,252	3	104
WIDE_USE	Based on Mean	,834	3	104
	Based on Median	,702	3	104
	Based on Median and with adjusted df	,702	3	93,120
	Based on trimmed mean	,815	3	104
INTUITIVE	Based on Mean	,661	3	104
	Based on Median	,685	3	104
	Based on Median and with adjusted df	,685	3	103,609
	Based on trimmed mean	,672	3	104
OBSERVABLE	Based on Mean	,669	3	104
	Based on Median	,730	3	104
	Based on Median and with adjusted df	,730	3	99,329
	Based on trimmed mean	,661	3	104
SOCIAL_APPROVAL	Based on Mean	,035	3	104
	Based on Median	,029	3	104
	Based on Median and with adjusted df	,029	3	101,024
	Based on trimmed mean	,037	3	104
CREDIBLE	Based on Mean	,578	3	104
	Based on Median	,610	3	104

### Test of Homogeneity of Variances

		Sig.
	Based on Median and with adjusted df	,823
	Based on trimmed mean	,673
JOY	Based on Mean	,488
	Based on Median	,563
	Based on Median and with adjusted df	,563
	Based on trimmed mean	,532
SOCIAL_INTERACTION	Based on Mean	,720
	Based on Median	,815
	Based on Median and with adjusted df	,815
	Based on trimmed mean	,736
EASE_OF_USE	Based on Mean	,859
	Based on Median	,902
	Based on Median and with adjusted df	,902
	Based on trimmed mean	,860
WIDE_USE	Based on Mean	,478
	Based on Median	,553
	Based on Median and with adjusted df	,553
	Based on trimmed mean	,488
INTUITIVE	Based on Mean	,578
	Based on Median	,563
	Based on Median and with adjusted df	,563
	Based on trimmed mean	,571
OBSERVABLE	Based on Mean	,573
	Based on Median	,536
	Based on Median and with adjusted df	,536
	Based on trimmed mean	,578
SOCIAL_APPROVAL	Based on Mean	,991
	Based on Median	,993
	Based on Median and with adjusted df	,993
	Based on trimmed mean	,991
CREDIBLE	Based on Mean	,630
	Based on Median	,610

### Test of Homogeneity of Variances

		Levene Statistic	df1	df2
	Based on Median and with adjusted df	,610	3	96,199
	Based on trimmed mean	,577	3	104
FASHIONABLE	Based on Mean	1,573	3	104
	Based on Median	1,511	3	104
	Based on Median and with adjusted df	1,511	3	96,923
	Based on trimmed mean	1,488	3	104
	Based on Mean	,351	3	104
HARMONY	Based on Median	,068	3	104
	Based on Median and with adjusted df	,068	3	69,731
	Based on trimmed mean	,316	3	104
	Based on Mean	,384	3	104
MASS_MARKET	Based on Median	,383	3	104
	Based on Median and with adjusted df	,383	3	100,583
	Based on trimmed mean	,387	3	104
	Based on Mean	,877	3	104
NAME_BRAND	Based on Median	,555	3	104
	Based on Median and with adjusted df	,555	3	89,258
	Based on trimmed mean	,860	3	104
	Based on Mean	,706	3	104
FEASIBILITY	Based on Median	,389	3	104
	Based on Median and with adjusted df	,389	3	91,173
	Based on trimmed mean	,678	3	104
	Based on Mean	,706	3	104

### Test of Homogeneity of Variances

		Sig.
	Based on Median and with adjusted df	,610
	Based on trimmed mean	,632
FASHIONABLE	Based on Mean	,200
	Based on Median	,216
	Based on Median and with adjusted df	,217
	Based on trimmed mean	,222
HARMONY	Based on Mean	,788
	Based on Median	,977
	Based on Median and with adjusted df	,977
	Based on trimmed mean	,814
MASS_MARKET	Based on Mean	,765
	Based on Median	,766
	Based on Median and with adjusted df	,766
	Based on trimmed mean	,762
NAME_BRAND	Based on Mean	,456
	Based on Median	,646
	Based on Median and with adjusted df	,646
	Based on trimmed mean	,464
FEASIBILITY	Based on Mean	,551
	Based on Median	,761
	Based on Median and with adjusted df	,761
	Based on trimmed mean	,567

## ANOVA

		Sum of Squares	df	Mean Square	F
PARADIGM_SHIFT	Between Groups	1,731	4	,433	,827
	Within Groups	54,410	104	,523	
	Total	56,141	108		
BREAKTHROUGH	Between Groups	2,851	4	,713	1,065
	Within Groups	69,634	104	,670	
	Total	72,485	108		
POTENTIAL	Between Groups	1,952	4	,488	,616
	Within Groups	82,447	104	,793	
	Total	84,399	108		
RARE	Between Groups	1,742	4	,436	,615
	Within Groups	73,598	104	,708	
	Total	75,340	108		
REPURPOSING	Between Groups	2,787	4	,697	,876
	Within Groups	82,744	104	,796	
	Total	85,531	108		
SURPRISE	Between Groups	4,045	4	1,011	1,200
	Within Groups	87,655	104	,843	
	Total	91,700	108		
ARTISTIC	Between Groups	,708	4	,177	,163
	Within Groups	112,960	104	1,086	
	Total	113,668	108		
UPDATES_TRADITION	Between Groups	6,167	4	1,542	1,677
	Within Groups	95,594	104	,919	
	Total	101,761	108		
COMBINATION	Between Groups	1,803	4	,451	,451
	Within Groups	104,040	104	1,000	
	Total	105,843	108		
FUNCTIONAL	Between Groups	1,670	4	,418	,286
	Within Groups	151,654	104	1,458	
	Total	153,325	108		
VARIETY	Between Groups	4,984	4	1,246	1,193
	Within Groups	108,589	104	1,044	
	Total	113,573	108		
EXPERIENTIAL	Between Groups	3,428	4	,857	,671
	Within Groups	132,910	104	1,278	
	Total	136,338	108		



**ANOVA**

		Sig.
PARADIGM_SHIFT	Between Groups	,511
	Within Groups	
	Total	
BREAKTHROUGH	Between Groups	,378
	Within Groups	
	Total	
POTENTIAL	Between Groups	,652
	Within Groups	
	Total	
RARE	Between Groups	,652
	Within Groups	
	Total	
REPURPOSING	Between Groups	,481
	Within Groups	
	Total	
SURPRISE	Between Groups	,315
	Within Groups	
	Total	
ARTISTIC	Between Groups	,957
	Within Groups	
	Total	
UPDATES_TRADITION	Between Groups	,161
	Within Groups	
	Total	
COMBINATION	Between Groups	,772
	Within Groups	
	Total	
FUNCTIONAL	Between Groups	,886
	Within Groups	
	Total	
VARIETY	Between Groups	,318
	Within Groups	
	Total	
EXPERIENTIAL	Between Groups	,614
	Within Groups	
	Total	

### ANOVA

		Sum of Squares	df	Mean Square	F
HICH_TECH	Between Groups	2,516	4	,629	,507
	Within Groups	129,003	104	1,240	
	Total	131,519	108		
JOY	Between Groups	,705	4	,176	,116
	Within Groups	157,520	104	1,515	
	Total	158,225	108		
SOCIAL_INTERACTION	Between Groups	5,523	4	1,381	1,193
	Within Groups	120,399	104	1,158	
	Total	125,922	108		
EASE_OF_USE	Between Groups	1,209	4	,302	,242
	Within Groups	129,703	104	1,247	
	Total	130,912	108		
WIDE_USE	Between Groups	3,505	4	,876	,820
	Within Groups	111,107	104	1,068	
	Total	114,612	108		
INTUITIVE	Between Groups	1,197	4	,299	,245
	Within Groups	126,933	104	1,221	
	Total	128,130	108		
OBSERVABLE	Between Groups	3,387	4	,847	,836
	Within Groups	105,354	104	1,013	
	Total	108,741	108		
SOCIAL_APPROVAL	Between Groups	1,993	4	,498	,383
	Within Groups	135,260	104	1,301	
	Total	137,254	108		
CREDIBLE	Between Groups	,446	4	,112	,090
	Within Groups	128,304	104	1,234	
	Total	128,750	108		
FASHIONABLE	Between Groups	4,244	4	1,061	,884
	Within Groups	124,887	104	1,201	
	Total	129,131	108		
HARMONY	Between Groups	4,971	4	1,243	,794
	Within Groups	162,667	104	1,564	
	Total	167,638	108		
MASS_MARKET	Between Groups	5,410	4	1,352	1,083
	Within Groups	129,823	104	1,248	
	Total	135,233	108		

## ANOVA

		Sig.
HIGH_TECH	Between Groups	,731
	Within Groups	
	Total	
JOY	Between Groups	,976
	Within Groups	
	Total	
SOCIAL_INTERACTION	Between Groups	,318
	Within Groups	
	Total	
EASE_OF_USE	Between Groups	,914
	Within Groups	
	Total	
WIDE_USE	Between Groups	,515
	Within Groups	
	Total	
INTUITIVE	Between Groups	,912
	Within Groups	
	Total	
OBSERVABLE	Between Groups	,505
	Within Groups	
	Total	
SOCIAL_APPROVAL	Between Groups	,820
	Within Groups	
	Total	
CREDIBLE	Between Groups	,985
	Within Groups	
	Total	
FASHIONABLE	Between Groups	,477
	Within Groups	
	Total	
HARMONY	Between Groups	,531
	Within Groups	
	Total	
MASS_MARKET	Between Groups	,369
	Within Groups	
	Total	

### ANOVA

		Sum of Squares	df	Mean Square	F
NAME_BRAND	Between Groups	5,281	4	1,320	,937
	Within Groups	146,618	104	1,410	
	Total	151,899	108		
FEASIBILITY	Between Groups	5,081	4	1,270	1,058
	Within Groups	124,873	104	1,201	
	Total	129,954	108		

### ANOVA

		Sig.
NAME_BRAND	Between Groups	,446
	Within Groups	
	Total	
FEASIBILITY	Between Groups	,381
	Within Groups	
	Total	